

Listing of Claims

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

1. (currently amended) A method for generating ~~Bursting~~ Burst-messages on the ~~window of~~ a Web-terminal while a user browses a Web-site from said Web-terminal, said method comprising the steps of:
  - a) ~~Providing indication related to the connection of said user to said Web site,~~  
conveying to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages;
  - b) determining an identification of said user, ~~and sending data required for generating a Burst message on said Web terminal to the Web terminal of said identified user, said data including content and at least one of script and executable file for generating said Burst message on said Web terminal;~~  
and
  - c) ~~Generating a Burst message on said Web terminal using said data~~ sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user, said data including content code for executing the Burst message on said Web terminal.
2. (currently amended) A method according to claim 1, further comprising ~~providing to said user, interaction means in~~ including as part of said Burst-message, code for allowing the user to interact with the interaction

~~of said user with at least one of said Burst-message and said Web-site.~~

3. (currently amended) A method according to claim 1 or 2, wherein said Burst-message is generated by ~~dynamically writing at least one of JavaScript and VBS script~~ executing said code.
4. (currently amended) A method according to claim 1 or 2, ~~wherein~~ including sending the data required for generating a Burst-message ~~is sent~~ to said Web-terminal ~~in the~~ during time periods when no other data is downloaded into said Web-terminal from said Web-site.
5. (currently amended) A method according to claim 1 , further comprising storing said sent data in said Web-terminal prior to the ~~display~~ rendering of said Burst-message.
6. (currently amended) A method according to claim 2, wherein said Burst-message provides ~~link(s)~~ respective links to one or more Web-site(s).
7. (currently amended) A method according to claim 1 ~~or 2~~, ~~wherein said indication is provided by executing~~ including sending the data required for generating a Burst-message to said Web-terminal in response to execution of a software component embedded in Web- ~~page(s)~~ a Web-page of said Web-site, browsed by said user.
8. (currently amended) A method according to claim 1 or 2, wherein said identification is carried out by using the IP address of said ~~user~~ Web-terminal.

9. (currently amended) A method according to claim 1 or 2, wherein the data required for generating a Burst-message is ~~a software component(s)~~ any one of: code, multimedia data and textual data.
10. (currently amended) A method according to claim 9, wherein said Burst-message is generated on said Web-terminal by at least one of: executing said software ~~component(s)~~ component and ~~displaying~~ rendering one or more components of said multimedia data.
11. (canceled)
12. (canceled)
13. (canceled)
14. (original) A method according to claim 1 or 2, wherein said Burst-message is interactive or passive.
15. (original) A method according to claim 1 or 2, wherein said Burst-message is terminated as a result of a predefined event.
16. (original) A method according to claim 1 or 2, wherein said Burst-message is terminated as a result of an input from said user.
17. (original) A method according to claim 1 or 2, wherein said Burst-message comprises entertainment components.
18. (original) A method according to claim 1 or 2, wherein said Burst-message comprises advertising components.

19. (original) A method according to claim 1 or 2, wherein said Burst-message comprises chat components.
20. (currently amended) A system for generating ~~Bursting~~ Burst-messages, comprising:
  - A a web-terminal ;
  - A a Web-server for storing files ~~and software~~ ~~components~~ required for the operation of a Web-site, for ~~indicating the presence of~~ identifying a user Web-terminal browsing said Web-site ~~from said Web-terminal and for identifying said user~~ by an IP address of said web-terminal;
  - A a Burst-server for storing a software component and Burst-messages data and being responsive to a request from or on behalf of the Web-terminal for sending , ~~wherein upon request, said Burst server sends said software component and Burst-messages data including content and at least one of script and executable file code to the Web-terminal for~~ generation of said Burst-messages on said Web-terminal.
21. (original) A system according to claim 20, wherein said Web-terminal is a computer.
22. (original) A system according to claim 20, wherein said Web-terminal is a set-top box.
23. (original) A system according to claim 20, wherein said Web-terminal is a device able to execute DHTML pages.
24. (New) The method according to claim 1, wherein the software component sent to the Web-terminal is adapted to execute more than one Burst-message.

25. (New) The method according to claim 4 wherein said time periods are derived by executing a software component embedded in a Web-page of the Web-site browsed by said user.
26. (New) A method for generating Burst-messages on a Web-terminal while a user browses a Web-site from said Web-terminal, said method comprising:
  - a) downloading to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages; and
  - b) downloading data required for generating a Burst-message on said Web-terminal, said data including content and code for executing the Burst message on said Web terminal.
27. (New) The method according to claim 26, further comprising interacting with the Burst-message using code included as part of said Burst-message code.
28. (New) The method according to claim 26, wherein said Burst-message code includes at least one of JavaScript and VBS script.
29. (New) The method according to claim 26, including downloading the data required for generating a Burst-message to said Web-terminal during time periods when no other data is downloaded into said Web-terminal from said Web-site.
30. (New) The method according to claim 29 wherein said time periods are derived by executing a software component embedded in a Web-page of the Web-site browsed by said user.

31. (New) A method according to claim 26, further comprising storing said sent data in said Web-terminal prior to rendering of said Burst-message.
32. (New) A method according to claim 27, wherein said Burst-message provides respective links to one or more Web-site(s).
33. (New) A method according to claim 29, wherein downloading the data required for generating a Burst-message to said Web-terminal includes executing a software component embedded in a Web-page of the Web-site browsed by said user.
34. (New) The method according to claim 26, wherein the information identifying the Web-terminal includes the IP address of the Web-terminal.
35. (New) The method according to claim 26, wherein the data required for generating a Burst-message is any one of: code, multimedia data and textual data.
36. (New) A method according to claim 35, wherein said Burst-message is generated on said Web-terminal by at least one of: executing said software component and rendering one or more components of said multimedia data.
37. (New) The method according to claim 26, wherein said Web-terminal is a computer.
38. (New) The method according to claim 26, wherein said Web-terminal is a set-top box.

39. (New) The method according to claim 26, wherein said Web-terminal is a device able to execute a DHTML page.
40. (New) The method according to claim 26, wherein said Burst-message is interactive or passive.
41. (New) The method according to claim 26, including terminating the Burst-message in response to a predefined event.
42. (New) The method according to claim 26, including terminating the Burst-message in response to an input from said user.
43. (New) The method according to claim 26, wherein said Burst-message comprises entertainment components.
44. (New) The method according to claim 26, wherein said Burst-message comprises advertising components.
45. (New) The method according to claim 26, wherein said Burst-message comprises chat components.
46. (New) The method according to claim 26, wherein the software component sent to the Web-terminal is adapted to execute more than one Burst-message.
47. (New) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for generating Burst-messages on a Web-terminal while a user browses a Web-site from said Web-terminal, said method comprising:

- a) conveying to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages;
- b) determining an identification of said user; and
- c) sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user, said data including content and code for executing the Burst message on said Web terminal.

48. (New) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for generating Burst-messages on a Web-terminal while a user browses a Web-site from said Web-terminal, said method comprising:

- a) downloading to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages; and
- b) downloading data required for generating a Burst-message on said Web-terminal, said data including content and code for executing the Burst message on said Web terminal.